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**Farmer Mentorship Program**

Farmer Participant recruitment criteria and strategy

## This document is designed to help clarify for Implementing Partners and Farmer Mentors how to identify and recruit farmers to participate in the FCS Farmer Mentorship Program.

## **General Strategy**

## To achieve the greatest impact, it will be beneficial to recruit farmers that are the most likely to implement the BMPs. Therefore, the FCS Mentorship Program is targeted at farmers who are already implementing one or two regenerative practices on their farms, farmers who are interested in learning more about regenerative practices or those undecided farmers who are “on the fence.” Especially in year one, it will not be necessary to focus on recruiting farmers who would either require a significant amount of extra time and support to convince that there is merit to adopting climate-friendly farming practices or who are not yet in a position to adopt these practices for financial, logistical, land tenure or other reasons.

**Key Considerations**

* FCS has committed to ensuring that at least 30% of farmers trained are from equity-deserving groups(total 2500-3000 out of 10 000 Participants)
  + FCS defines equity-deserving as: young farmers, women farmers, farmers with disabilities, Black farmers, Indigenous farmers and food providers, farmers of colour, 2SLGBTQ+ farmers, new Canadian farmers and small-scale farmers
* All sizes/styles of farms will need to be considered in order to ensure diversity, equity and inclusion.
* FCS has committed to training 10,000 farmers across 2 million acres, so identifying farmers with large acreage will be a plus.
* Ensuring that farmers, when recruited, are grouped into training sessions with farmers that have similar farm size/crop diversity, etc. may be more beneficial for the peer-to-peer learning model.
* FCS is committed to working with all farmers across the conventional/organic spectrum.
* Farmers who own their land are more likely to adopt BMPs due to investment costs.
* Training in year one will be primarily delivered online. It will be important in the first year to recruit farmers who will be able to access the training in this format.

## **The Ideal Candidate**

* Would like to adopt BMPs but does not know how /lacks knowledge or implementation information, OR:
* Has adopted one or more climate-friendly agricultural practices on their farm with success and would like to adopt another, OR:
* Has adopted a BMP at a small scale and wishes to scale up, OR:
* Has unsuccessfully attempted to adopt this BMP on their farm and requires assistance to make it work, OR:
* Has not yet adopted BMPs on their farm but is interested in learning more.

**Recruitment Strategy**

* Broadcast this free training opportunity through your organization’s communication channels: newsletters, email lists, social media, print materials etc.
* Reach out to farmers you know and have worked with through your organization.
* Reach out to other farm organizations across your province and ask them to offer this free FCS Mentorship Program to interested farmers in their network.
* Ask your Farmer Mentors to help recruit farmers through their networks.
* Ask farmers who have signed up for the training to help recruit other farmers that they know into the program.
* Reach out through local commodity groups/associations/processors, i.e., Grain Millers, MGM, etc.
* Advertise in sector newsletters and publications.